

Name _____

Period _____

Presenting the Product

Ch 14 Sec 2 – Objections and Rejections

- _____ – concerns, _____, or other honest reasons a customer has for not making a purchase.
- _____ – _____ reasons for not buying
- Welcome and plan for objections – they _____ you through the sales process.

Common Objections

- _____ – may be a _____
- _____ – concerns with _____
- _____ – past experiences with the _____
- _____ – “That’s _____ than I wanted to spend.”
- _____ – “I think _____ until July when these sandals are on sale.”

Process for Handling Objections

- _____ Carefully – demonstrate _____
- _____ the Customer’s Objection – “I can see your point.”
- _____ the Objections – _____
- _____ the Objection – _____

Specialized Methods of Handling Objections

_____ – bring the objection _____ the customer.

Customer: “This ski jacket is so lightweight, _____ possibly keep me warm.”

Salesperson: “It’s made of a _____ called Thinsulate which will keep you warmer than something heavier.”

_____ – question to _____ about the objections.

Customer: “I don’t think my friend will like this shirt.”

Salesperson: “_____ don’t you think she will like it?”

_____ – Admit disadvantages in certain products but then present superior points to _____ for them.

Customer: “Your _____ than your competitors.”

Salesperson: “That’s _____. We use _____ materials and our product will last longer.

_____ – use when the customer’s objection is based on _____

Customer: “This shirt will shrink.”

Salesperson: “No, it won’t shrink because the fabric is a _____.”

_____ – Show _____ a product.

Seeing is believing!

—Use when appropriate

_____ – using a previous customer or another neutral person who can give a _____ about the product.

Customer: “I’m not sure how this sofa will look in my house.”

Salesperson: “Well, Michelle King bought one just like it last month. _____”